MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BMK 2074 - CONSUMER BEHAVIOUR ON INTERNET

(All sections / Groups)

13 OCTOBER 2016
14:30 p.m. – 16:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 5 Questions only (excluding the cover page).
2. Answer **All FIVE (5)** questions.
3. The distribution of the marks for each question is given.
4. Please write your answers in the **Answer Booklet** provided.

ANSWER ALL FIVE (5) QUESTIONS.

QUESTION 1

Companies and organizations in Malaysia spend billions of Ringgits to acquire and manage data on consumers such as credit information and transaction histories. In most cases, the companies do not permit consumers to access their database to learn what they know about them. Is it fair to stratify consumers using this kind of data?

(Total: 20 marks)

QUESTION 2

As more of us rely on our Smartphones, advertisers are following us onto this platform. The first iAds now appear on iPhones and iPods, and the early evidence is that they work well. In one study (funded by Apple), people who were exposed to an iAd for Campbell's were more than twice as likely to recall it than those who had seen a TV ad were. Recipients were also four times more likely to say they would buy the advertised product. As a consumer, how do you think the marketplace will react to this new advertising medium as it becomes more commonplace?

(Total: 20 marks)

QUESTION 3

What are some positive and negative aspects of a policy that requires employees who interact with customers to wear some kind of uniform?

(Total: 20 marks)

QUESTION 4

Some activists object to Axe's male-focused marketing; they claim that its commercials demean women. On the other hand, Dove's campaign has been applauded because it promotes a healthy body image for girls. Guess what? Unilever owns both Axe and Dove. Is it hypocritical for a big company to sponsor positive messages about women in one of its divisions while it sends a different message in another?

(Total: 20 marks)

Continued .....

QUESTION 5

Although social networking is red-hot, could its days be numbered? Many people have concerns about privacy issues. Others feel platforms like Facebook are too overwhelming. As one media executive comments, "Nobody has 5,000 real friends. At the end of the day it just becomes one big cauldron of noise." What is your stand on this: Can we have too much of a good thing? Will people start to tune out these networks?

(Total: 20 marks)

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